

## Message Text

UNCLASSIFIED

PAGE 01 SINGAP 00049 050604Z

20

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

----- 024162

R 050540Z JAN 74

FM AMEMBASSY SINGAPORE

TO USDOC WASHDC

INFO SECSTATE WASHDC 9861

UNCLAS SINGAPORE 0049

E.O. 11652: N/A

TAGS: BEXP SN

SUBJECT: SUMMARY OF ELECTRONIC DATA PROCESSING RESEARCH, SINGAPORE,  
1973

REF: USDOC 0022

1. SUBJECT STUDY WAS PREPARED BY PA MANAGEMENT  
CONSULTANTS (PTE.) LTD. IN ACCORDANCE WITH OIM  
SPECIFICATIONS. PA MANAGEMENT INTERVIEWED GOOD CROSS  
SECTION OF PUBLIC AND PRIVATE SECTOR USERS OF EDP  
EQUIPMENT IN SINGAPORE. MAJOR FINDINGS OF SURVEY WERE:  
(A) US EDP EQUIPMENT SHOULD INCREASE ITS PRESENT 31 PERCENT  
MARKET SHARE TO 40 PERCENT IN 1974.

(B) TOTAL EDP MARKET SHOULD REACH US\$5 MILLION  
IN 1974.

(C) US HAS DOMINANT MARKET POSITION BECAUSE OF TECHNICAL  
SUPERIORITY.

(D) IBM IS SINGLE MOST IMPORTANT SUPPLIER OF EDP  
EQUIPMENT TO SINGAPORE.

(E) PA MANAGEMENT REACHED CONCLUSION THAT TRADE PROMOTION  
EVENT FOR EDP EQUIPMENT WILL BE OF LIMITED VALUE.

(F) PRODUCTS WITH HIGHEST SALES POTENTIAL OVER NEXT THREE  
YEARS ARE TIME-SHARING TERMINALS, KEY PUNCHERS, KEY-TO-DISC  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SINGAP 00049 050604Z

AND KEY-TO-TAPE MACHINES AND DIGITAL COMPUTERS.

(G) ICL IS ONLY SERIOUS COMPETITOR OF IBM. TRADE  
LISTS IN SECTION VI OF SURVEY ARE COMPREHENSIVE AND  
ACCURATE. HOWEVER, LISTS OF POTENTIAL AGENTS AND  
DISTRIBUTORS MAY BE EXPECTED TO INCREASE AS MARKET FOR  
EDP EQUIPMENT GROWS.

2. EMBASSY BELIEVES SUBJECT SURVEY IS ACCURATE ASSESSMENT  
OF SINGAPORE EDP EQUIPMENT MARKET. HOWEVER, BELIEVE  
RECOMMENDATIONS IN SECTION I-D ARE PESSIMISTIC. OIM  
SHOULD DRAW OWN CONCLUSIONS ON DESIRABILITY OF PROMOTION  
EVENT FOR EDP EQUIPMENT BASED ON DATA IN SURVEY.

CRONK

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 05 JAN 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974SINGAP00049  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** n/a  
**From:** SINGAPORE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19740160/aaaacevp.tel  
**Line Count:** 74  
**Locator:** TEXT ON-LINE  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** USDOC 0022  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** cunninfx  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 25 SEP 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <25 SEP 2002 by daviscw>; APPROVED <15-Nov-2002 by cunninfx>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** SUMMARY OF ELECTRONIC DATA PROCESSING RESEARCH, SINGAPORE, 1973  
**TAGS:** BEXP, SN  
**To:** n/a  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005